

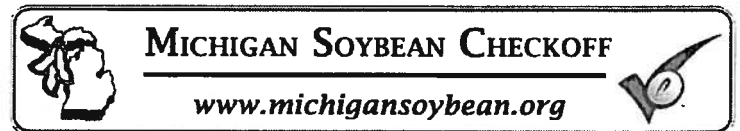


House Ag Committee

April 10, 2013

Keith Reinholt

Michigan Soybean Promotion Committee

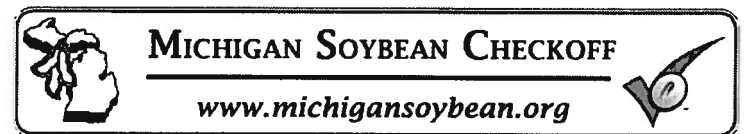




Soybean Producer Funded Program

SOYBEAN CHECKOFF

- ✓ Research
- ✓ Market development
- ✓ Education



APPROXIMATELY

98

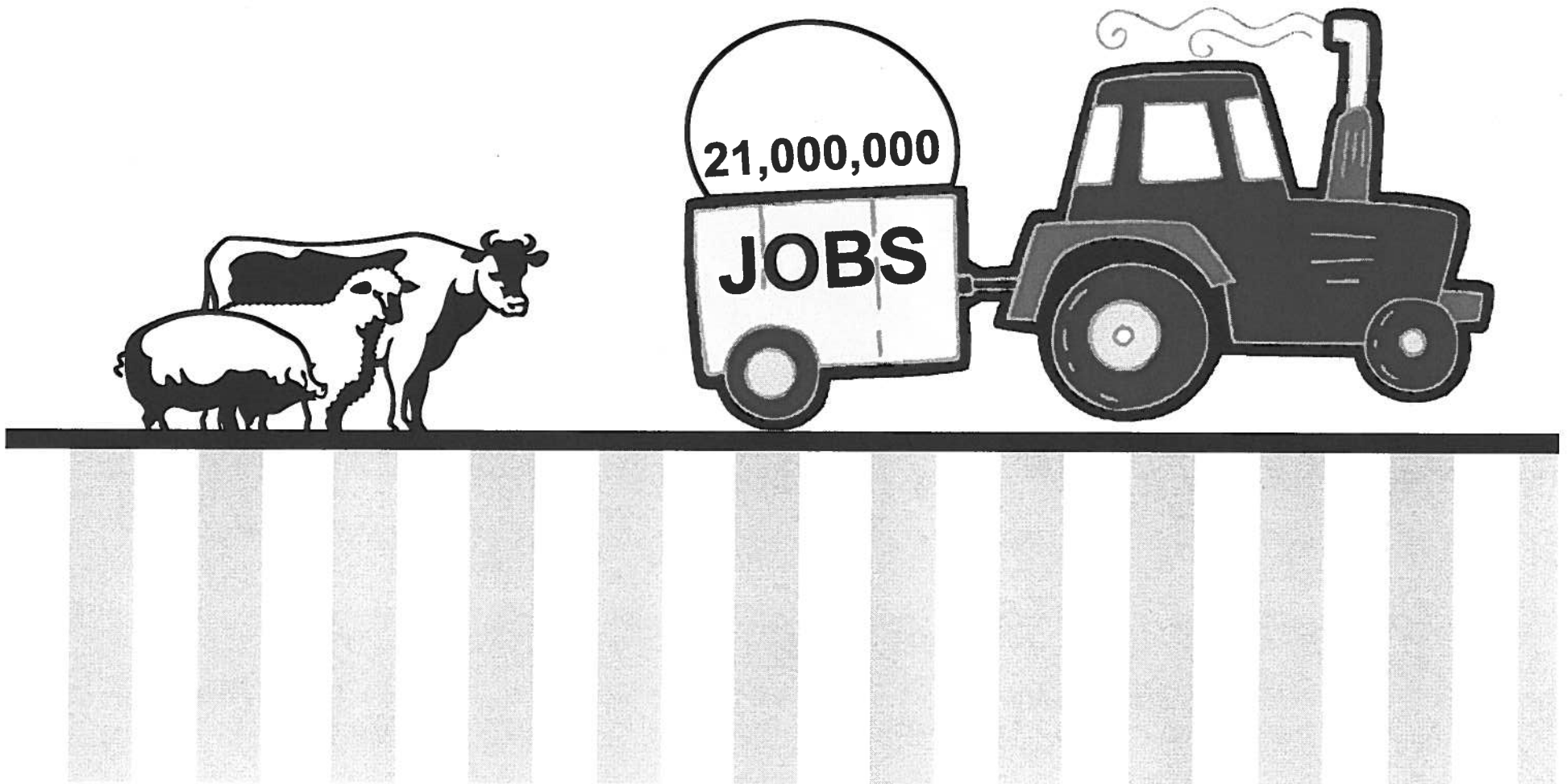
PERCENT

**Of U.S. farms are family-
owned and operated.**

(USDA)



Agriculture employees approximately
21 MILLION PEOPLE nationwide.



Fifty years ago, the average US farmer produced enough food to feed 26 people. Today's farmer feeds, on average, 155 Americans -

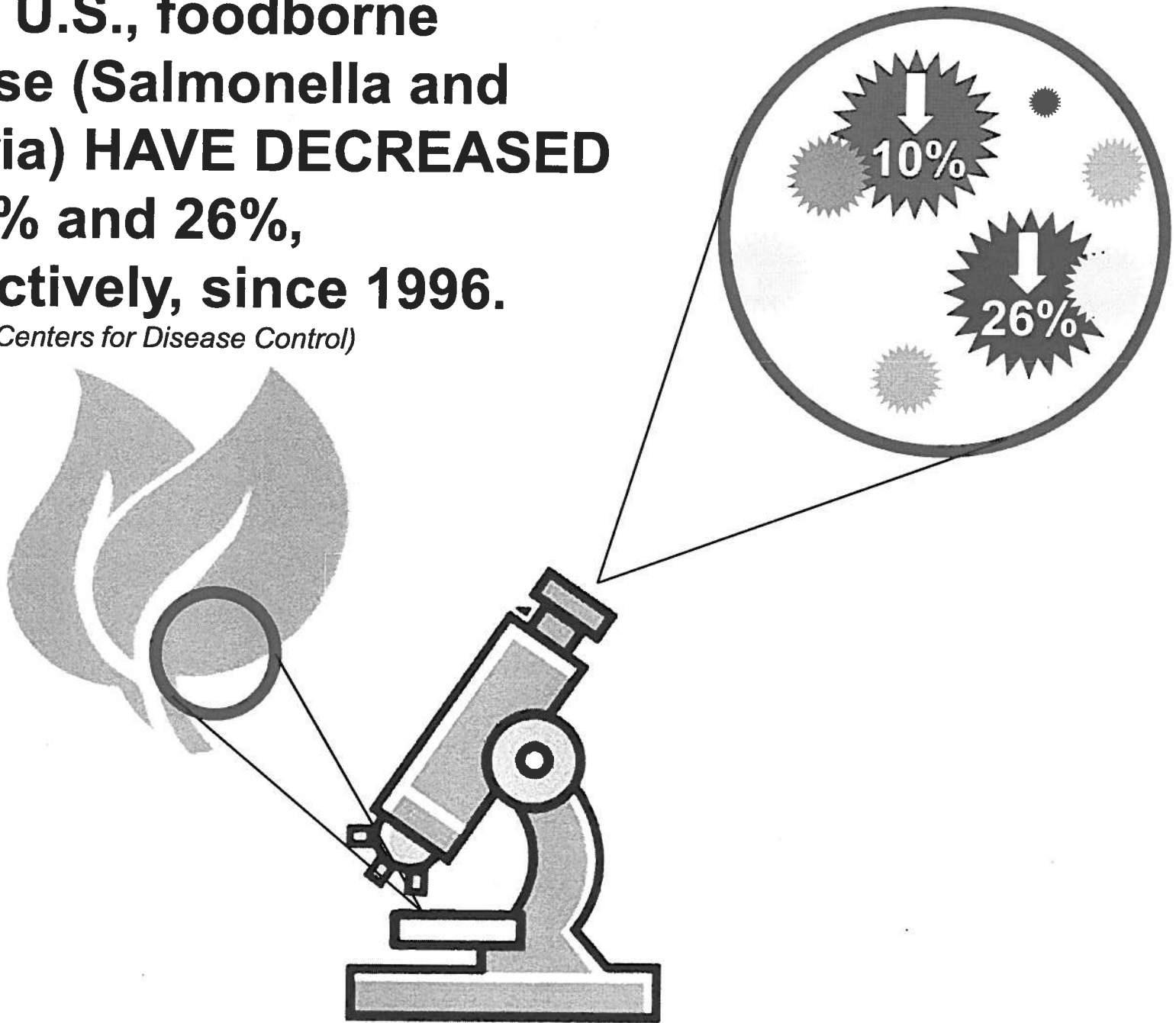
A 500% INCREASE!

(U.N. Food & Agriculture Organization)



**In the U.S., foodborne
disease (Salmonella and
Listeria) HAVE DECREASED
by 10% and 26%,
respectively, since 1996.**

(USDA and Centers for Disease Control)



AMERICANS SPEND ONLY 10% of their disposable income on feeding their families. By comparison, that number is 22% in the U.K., 26% in Japan and nearly 51% in India.

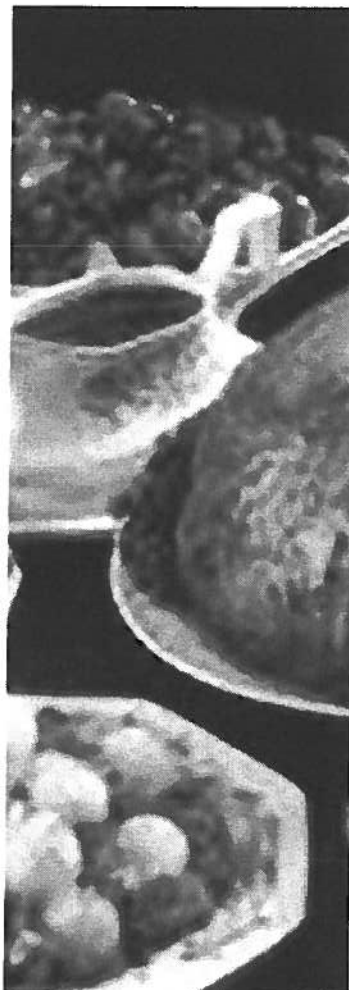
(U.N. Food & Agriculture Organization)



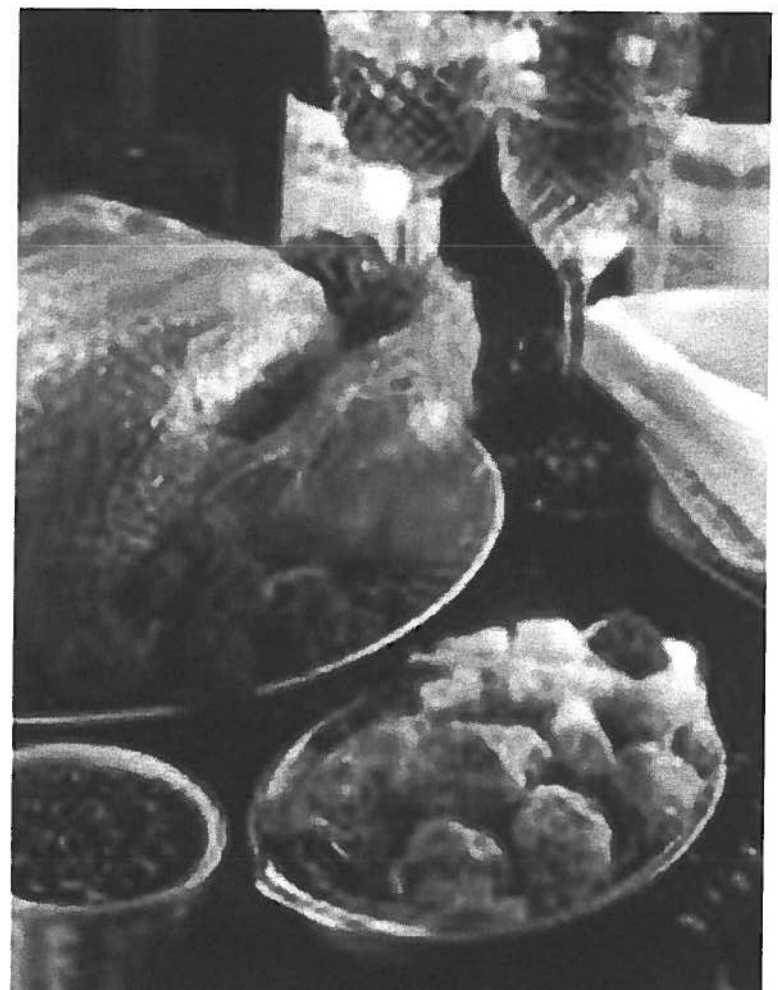
U.S.



U.K.

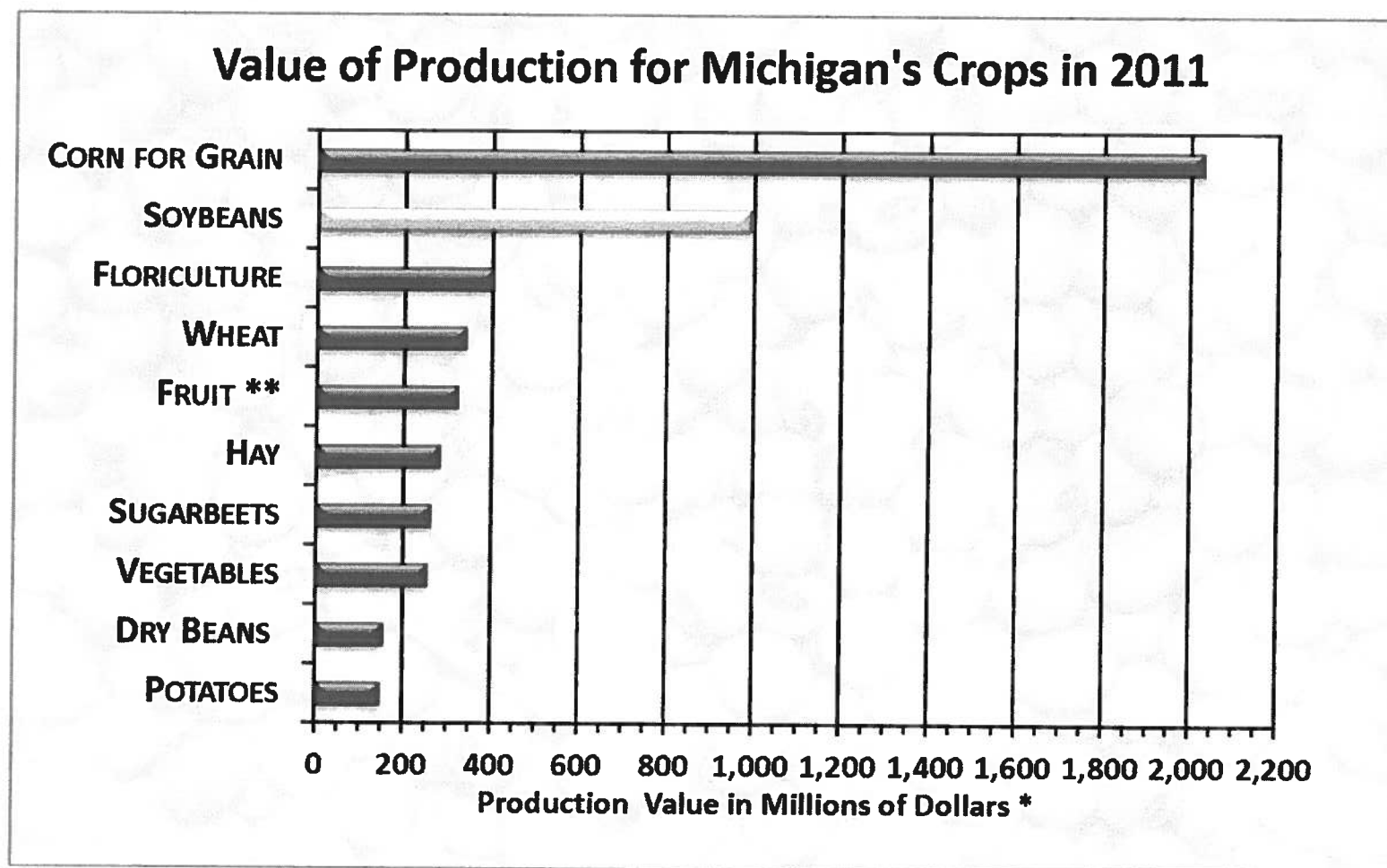


JAPAN



INDIA

Soybean IMPACTS Michigan



Soybean IMPACTS Michigan



Versatility of *Processed* Soybean

**Food, Feed
(feedstock),
Fiber, Fuel**





Versatility of *Processed* Soybean

- ✓ Biodegradable
- ✓ Domestically produced
- ✓ Environmentally friendly
- ✓ Renewable



Bio-based Product Examples

- Ford/Chevy Volt vehicle seats/seat backs/head rests
- Sherwin Williams/Rust Oleum Paints
- John Deere combine/tractor panels
- Dow Automotive Auto Insulations
- Soy biodiesel
- Hydraulic oils



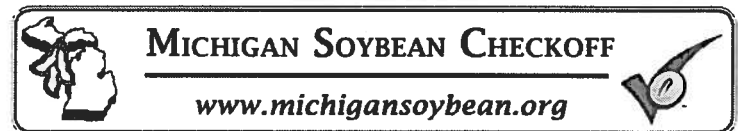
Encouraging Efforts in Michigan

1. **Pictured Rock National Lakeshore**
prestigious "Closing-the-Circle" Award
2. **Fort Custer National Cemetery**
prestigious "Closing-the-Circle" Award
3. **Muskegon based NOAA-GLERL**
prestigious "Closing-the-Circle" award
4. **Porcupine Mtn. State Park** national
recognition from checkoff efforts



Encouraging Efforts in Michigan

5. **Hiawatha National Forest -**
national recognition from checkoff effort
6. **Michigan Association of
Timbermen -** *checkoff grant program*
7. **Association of County Fairs**
checkoff grant program
8. **Munising's Shipwreck Boat
Excursions -** *checkoff grant program*





Emerging Concerns:

- ✓ Profitability
- ✓ Freedom to Operate



PROFITABILITY

✓ First and foremost

**Farmer is Business
Person**

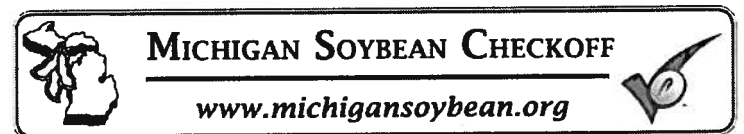
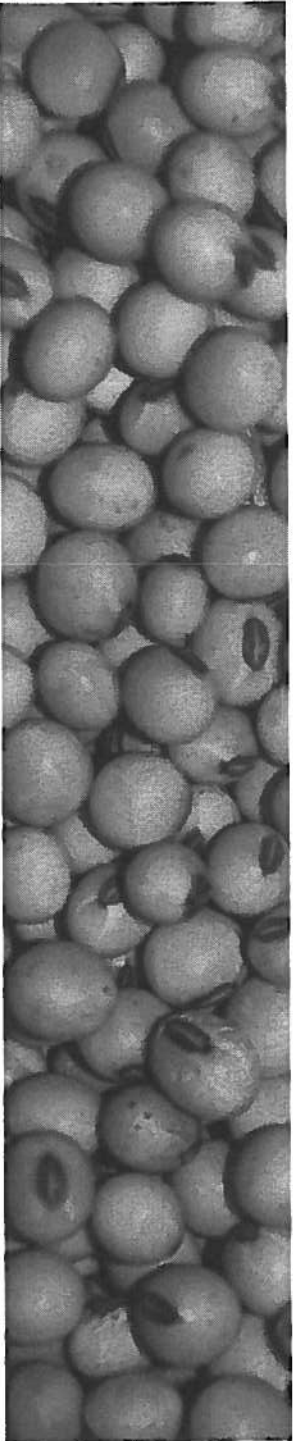


Freedom to Operate

- ✓ Regulations
- ✓ Infrastructure
- ✓ Sustainability

Freedom to Operate

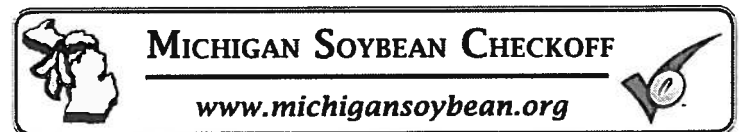
REGULATIONS





Freedom to Operate

INFRASTRUCTURE





Freedom to Operate

SUSTAINABILITY:

- ✓ Economic viability
- ✓ Environmental consciousness
- ✓ Social sensitivity



SOYBEANS.....

THE GOLDEN BEAN FOR A GREENER ENVIRONMENT

Thank You

